

PETRY MEDIA

RFD-TV
Rural America's Most Important Network

RFD HD

FOR IMMEDIATE RELEASE

Petry International Signs Representation Agreement with RFD-TV, America's Premier Channel Serving the Rural Market

New York, NY – February 6, 2008 - Petry International, a division of Petry Media Corporation ("PMC"), a leader in the nation's \$8 billion spot television advertising market, and RFD-TV, the nation's first television network dedicated to serving the needs and interests of rural America, announced an exclusive sales representation agreement for Petry International to offer the channel's national advertising time to entities and agencies throughout the United States. With this agreement, Petry International expands its portfolio of clients and increases its global network representation. RFD-TV, created in 2000, is aimed at those individuals who enjoy the rural way of life, a population that numbers almost 70 million.

Featuring high-quality original programming, RFD-TV and RFD HD, recently signed on Don Imus in his highly anticipated return to television. The network simulcasts the hugely popular "Imus in the Morning" and "Imus in the Evening" exclusively on RFD-TV and RFD HD. Further broadening the network's appeal, country music's premier broadcast team of "Crook & Chase" has returned to primetime television bringing the most popular country music acts to RFD-TV's audience. Additionally the network features high quality original programming specifically created for the rural community, including rural "lifestyle" features, news, country music and entertainment and commodity and financial market reports.

Jeff Stevens, Managing Director of Petry International said, "We are delighted to be representing RFD-TV and RFD HD. The rural market is an under-served and yet vitally important audience in the US and internationally. Contrary to conventional wisdom, the rural lifestyle market is a major market with an engaged, brand-loyal demographic, rising incomes and increasing spending power. With the commitment to quality programming RFD-TV has demonstrated, we view our partnership as a real opportunity to build a brand that delivers for audiences and advertisers alike."

"With our recent major addition of high-profile programming, daily Nielsen numbers, and the pending rollout of carriage into the largest urban cable markets, it is time to enhance our advertising sales efforts nationwide," stated Patrick Gottsch, Founder & President of RFD-TV, LLC. "Petry shares our vision and understands this market's potential. Petry's existing relationships with advertisers and agencies throughout the country will be a tremendous asset to help us reach our aggressive long-term goals."

RFD-TV currently reaches more than 31 million U.S. Households and recently signed a multi-year affiliation and distribution agreement with the nation's largest cable operator, Comcast Cable Communications, for carriage of the channels nationwide.

Petry Media: Petry Media Corporation provides corporate infrastructure and advisory services to its four operating divisions, Blair Television, Petry Television, Petry International and Petry Direct Sales. Petry International represents a client base of international broadcast networks and multi-cultural U.S. based media properties. Petry Media is privately owned by Patriarch Partners LLC, the New York based investment and asset management firm, and company management. Additional company information can be found at www.petrymedia.com

RFD-TV, LLC - Launched in December 2000, RFD-TV is the nation's first 24-hour-a-day, 7-day-a-week television network dedicated to serving the needs and interests of rural America. Programming includes a wide-variety of shows focused on agriculture, equine, rural lifestyle and traditional music offerings, which are uplinked via satellite from NorthStar Studios in Nashville, Tennessee. Currently, RFD-TV is distributed in over 31 million homes on DIRECTV, DISH Network, Mediacom, Charter, Suddenlink, Bresnan, and Comcast systems located in all 50 states. RFD-TV The Magazine, the network's companion publication currently has over 140,000 subscribers. RFD-TV The Theatre opened in March/2007 in Branson, MO. www.rfdtv.com

RFD HD, LLC - Launched in December 2007, RFD HD is the network's 24-hour, high definition channel.

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